

RJ REYNOLDS

TOBACCO COMPANY

emailed 1/6/98

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

December 29, 1997

RJR Account #375878

P. Cox

McLANE-NORTHEAST

FEBRUARY: DORAL B2G1F PROMOTION #800017

Dear Paul:

We have placed orders for *Doral B2G1F* pre-sleeved product as listed to pack and ship this promotion to your participating retail accounts. **575** SKUs of Displays (item #536510) have been ordered to Consolidated Industries to pack this Promotion.

8030 - 0036

Product PO Numbers:

PO Number	Product / State	#/Cases Per Style				\$ Amount
		LIGHT	LT 100	LT MN 100	FF 100	
	UPC Code	12300-24971	12300-24972	12300-24974	12300-24973	
ER2770-01	B2G1F / NJ	5	5	5	1	2,706.33
ER2771-01	B2G1F / NY	1	1	1	1	618.99
ER2772-01	B2G1F / OH	1	1	1	0	550.64
ER2773-01	B2G1F / PA	31	29	29	22	19,674.42
	TOTALS	38	36	36	24	\$23,550.38

Product Arrival:

January 26, 1998

Shipper Displays Arrival (Consolidated):

January 29, 1998

Ship Date to Retail:

Week of February 16, 1998

Item #536510 (Displays)

SKU CUBE:

0.8750

SKU WT (w/o Product):

1.7100 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

51852 9036

-2-
B2G1F
McLane NE

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

PROMOTION DESCRIPTION: SEE ENCLOSED '**WHOLESALE PACKING INSTRUCTIONS**'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

PLACE INTO EACH DISPLAY:

*** 7 CARTONS: 2 DORAL LT / 2 DORAL LT 100 / 2 DORAL LT MEN 100 / 1 DORAL FF 100**

*** 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)**

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.

(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;

8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.

(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$658.00 (47 (12M) cases @ \$14.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: L. E. MacWilliams

cc: R. Moore / McLane

1610: DK / SS / RMD

1000: J. Piscitelli

1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710

**Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet**

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.